

**Abstract of the Disclosure**

An image shot by a shooting unit is stored in a shot image storing unit. An expected shooting state storing unit stores expected shooting state information which represents an expected shooting state of an object to be shot. A guide direction determining unit references the image stored in the shot image storing unit and the expected shooting state information, and determines in which direction the object to be shot, which is shot by the shooting unit, is to be guided. A guide direction instruction outputting unit notifies a user of a result of the determination made by the guide direction determining unit.